

Subject: Final Thoughts on Trolley Signs

From: Joe Pielago

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To: Alana Aldrete <design2@wellingtonsigns.com>, Lorena Parker <lparker@sanpedrobid.com>, "Bezmalinovich, Augie" <ABezmalinovich@portla.org>

Alana,

Appreciate you and your work thus far and see the end in sight!

Couple notes from Port of LA and I relisted official trolley sign names just for reference if needed.

Let's connect if you need any guidance or have questions.

Port Notes

1. DoubleTree is together (no space between Double and Tree)
2. It's Ports O' Call not Port's O' Call (lose the apostrophe in Ports).
3. The 1st sign for Battleship IOWA - it runs together with the Port of LA logo (it looks like the word Battleship Iowa needs to be shifted to the left a little?....)
4. It looks like all of the PBID and Port of LA logos are a little off - I would start them as far left and as far right as possible (in the same place for all signs and some signs - like Sampson Way and Cabrillo Beach - look different, the logos aren't spread out like the others).

Official Trolley Stop Names

1. Battleship Iowa
2. 6th Street
3. 7th Street
4. CRAFTED At the Port of Los Angeles (at the port of los angeles in smaller font probably below CRAFTED)
5. Cabrillo Beach
6. DoubleTree (all one word)
7. Sampson Way
8. Ports O' Call
9. Maritime Museum

Thank you! You know how to find me if you need me!

[San Pedro Property Owners' Alliance](#)

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